

## RANDALL-DODD HAS LARGER TERRITORY

Concern Starts New Service  
Department in Charge  
of Expert.

MANY SALES ARE MADE

Buick, National and Oldsmobile Are Popular in  
This Section.

With the opening of the year the Randall-Dodd company has enlarged the territory which it is to cover through its sub-agencies by taking in southwestern Wyoming, and in addition to its field in northern Idaho and eastern Nevada, should have a wide market for Buicks, Oldsmobiles and Nationals. Starting Monday, the company inaugurates its new service department. In speaking of it, Manager Tourssen states:

Heretofore our service, which has been a gratifying feature to us and our car owners, has been operated in conjunction with our repair shop, but our sales of new cars have been so great that we are creating a distinct and separate department for this branch of our business. It will be in charge of Bert Smaling, one of the best known automobile experts in the intermountain country.

The stockholders of the Randall-Dodd company met last week at the annual meeting at Boise and elected the following officers: President, A. G. Randall; vice president, F. P. Mays; secretary and treasurer, A. E. Tourssen. Messrs. Randall, Mays and Tourssen were also re-elected as directors for the ensuing year.

### National Popular.

F. L. Rutledge, the western representative of the National Motor Vehicle company, was in Salt Lake this week on matters of business with the National dealer here. Mr. Rutledge claims the demand for the new six-cylinder National has been so great that the factory is two months behind on its present orders.

The district representative of the Oldsmobile works, A. R. Hazen, is here for the coming show. Mr. Hazen states:

The sales of the Oldsmobile this season have been the greatest in the history of the company, and it looks as if the factory will not be able to anywhere near fill the demand this season for either the five or seven-passenger Oldsmobile. Six models of pleasure cars, one of them a six-cylinder and two motor trucks, comprise the 1914 line of the Buick Motor company. Everything is left hand drive and center control, but while in body design the company takes a radical departure, the motor is the same valve-in-head type to which the Buick people largely attribute their success. The DeSoto self-starter will be a part of the Buick equipment this year. Among the other additions and improvements noticeable on the 1914 Buick are ball bearing rocker arms, which will eliminate friction and noise; universal strut, which strengthens the car and takes up all play caused by rough roads; center control and left hand drive, low seats, with a slight tilt to the rear seat, which adds to comfort in touring.

### Sales Reported.

The new Buick six, the first six produced by this company, is a fifty-five-horsepower car with a wheel base of 130 inches, and is claimed to be the lightest car for this power and size ever manufactured.

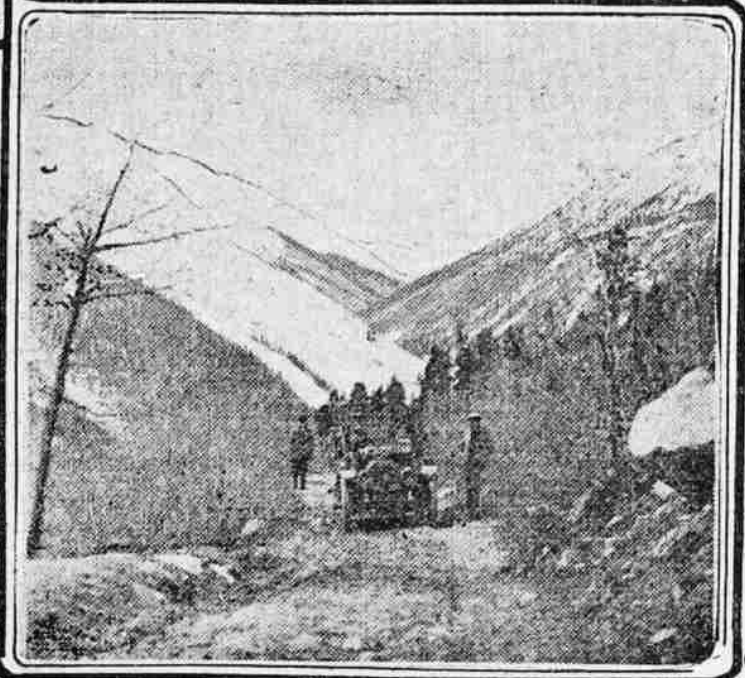
The Randall-Dodd company reports the following sales this week: One model 54 Oldsmobile, five-passenger, to P. A. Miller of St. Anthony, Idaho; a carload of four Buicks to Groo & Toomer at Montpelier, Idaho; a carload of five Buicks to Mooney & Huff at Pocatello; a carload of four Buicks to the Blair Motor company at Logan; and a carload of four Buicks to James Burrows at Ogden.



SUMMIT OF BERTHOUD PASS ON CONTINENTAL DIVIDE—11,306.5 FEET ELEVATION



NEARING TOP OF BERTHOUD PASS



JONES PASS FROM BERTHOUD PASS

Above scenes on the Midland trail were photographed by The Tribune.

## MANUFACTURES MANY AUTO ACCESSORIES

Austin Tire and Rubber Company Will Show New Lines.

This year for the first time a complete and exclusive line of foreign fabrics for seat coverings will be seen in Salt Lake. According to Mr. Austin of the Austin Tire & Rubber company, automobile owners will now be able to secure a fabric which will not wear pink or blue or fall to pieces after slight use has caused the nap of their seat coverings to wear away. The new offerings are manufactured in England by mills which have been recognized as leading the world in the manufacture of wools, cottons and fabrics of all kinds which will stand up under the strain of hard wear.

Another feature of the Austin company's exhibit will be the new Sharper patent automobile top. This top fastens to the wind shield in front and does away with the old unsightly leather straps used on the old style of tops which were constantly in the way when over it became necessary to remove the hood of the engine to make repairs on the road. The new Packard and Hudson cars will be equipped with the Sharper top, which will be manufactured in Salt Lake for distribution in the intermountain region.

The Austin Tire & Rubber company have recently enlarged their plant and added new equipment for making automobile repairs, and their manufacturing plant was the scene of the perfecting of the mechanically inflated tire, one of Salt Lake's new devices for the automobile.

## Auto Supplies

We have without question the most elaborate line of automobile supplies ever shown in the west.

When you go to the show just step across the street and see what a really wonderful line of high-grade motor needs we have.

The Salt Lake Hardware Co.

## TIRE MANUFACTURERS RECEIVE RECOGNITION

When "Uncle Sam" gives his official sanction to an automobile tire, that article has to come up to such rigid requirements that the company whose work is thus commended feels proud of the practical recognition of the government.

In "The Goodrich," official magazine of the B. F. Goodrich company, the following article appears, which tells of the national government entering into a contract with this firm:

"In our last number we gave an account of the new Goodrich contract with the United States postoffice, and we hoped to have shown also in that number a number of illustrations of motor vehicles used by various government departments which were also Goodrich equipped.

"In this issue we have been able to get together a fairly representative line of photographs which show that 'Uncle Sam' is among the most appreciative users of Goodrich tires, both solid and pneumatic.

"We are tempted to enlarge somewhat on this feature, for this reason: The United States government departments are well known as among the most exacting purchasers of stores of all kinds. Here price does not cut any real figure as against quality, and while all bids are competitive, it by no means follows that the lowest bidder gets the business.

The government standard is set at a very high point on the scale and the slightest deviation from their requirements is enough to place the bidder hors de combat, or, in plain English, out of the market. In other words, they are buying not only goods, but service; but as 'service' has always been one of the Goodrich watchwords, therefore neither the government buyers nor ourselves have any cause for fear on that score.

"Another point we wish to make clear is that we supply all government regulations from our regular stock, and in most instances direct from our nearest branch or depot. This means that 'Uncle Sam' gets just what our other customers are getting—no better and no worse. Therefore, we feel that we are entitled to emphasize this point and to bring it to the special attention of all dealers in and users of Goodrich tires.

"There cannot be any better recommendation than this. A straightforward bid made and accepted in good faith by both parties, without any special efforts on our part to do more than live up to our reputation. That is what these government orders mean to us and to all parties who are in any way interested in buying the best equipment obtainable. The world's largest rubber factory has been built up to its present standard by this good will service, otherwise it would be today just an ordinary manufacturing concern with a reputation probably extending over a radius of a few hundred miles. Instead of this we find Goodrich products are known and esteemed in all the far corners of the earth from China and Japan to Australia, South Africa and the colonies of northern Europe, to say nothing of our own country and our neighbors in Canada and Latin America.

"The Goodrich safety tread tire has built up a large circle of friends for itself and created an entirely new angle to the winter trade in tires, so that nowadays there is hardly any slack season between the summer and winter motorist. Winter motoring is becoming more and more the pastime not of

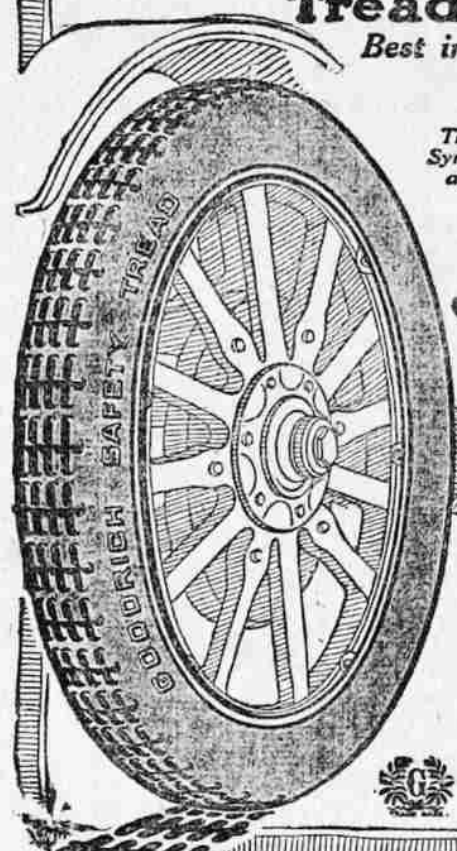
# "Safety First"

in the *Quick Stops!*

Safety must go deeper than the tread. It has to be made into the tire itself. It has to be quality—just as you will bank on certain men in emergencies because you know the quality in them.

Goodrich Tires are quality through and through. Goodrich Unit Molding—the original Safety First idea in tire making—produces a tire which wears as a unit—every part helping every other part to render the service demanded of it. Don't experiment. Insure Safety First for your car and its occupants by equipping at least the rear wheels with

**Goodrich  
Safety Tread Tires**  
Best in the Long Run



The Safety First Symbol—Five Bars and a Crossbar

The five thick, tough Goodrich rubber fingers dig down through mud, slush and ooze—they clean and grip the road. They stop the skid before it starts—they make the brake effective—they give confidence and control.

And the extra thickness of Goodrich rubber in the tread at the point of contact gives you longer wear, longer service and lower cost mileage.

We have been pioneers in bringing tire prices to their present low level, and, besides we set the standard of quality by which others are judged

Here are the prices to pay for the best tires ever produced in the Goodrich factory

Size	Smooth Tread Prices	Safety Tread Prices	Size	Smooth Tread Prices	Safety Tread Prices
30 x 3	\$11.70	\$12.65	34 x 4 1/2	\$33.00	\$35.00
30 x 3 1/2	15.75	17.00	35 x 4 1/2	34.00	36.05
32 x 3 1/2	16.75	18.10	36 x 4 1/2	35.00	37.10
33 x 3 1/2	23.55	25.25	37 x 5	41.95	44.45
34 x 4	24.35	26.05	38 x 5 1/2	54.00	57.30

Salt Lake City Branch, 128 So. State Street.

Factories: Akron, Ohio. The B. F. Goodrich Rubber Co. Branches in All Principal Cities. There's nothing in Goodrich Advertising that isn't in Goodrich Goods.

kins, but of ordinary every day citizens who find that by the use of safety tread tires they can obtain three or four months' extra pleasure every year from their car.

"Times change and we have to continually look ahead for future developments."

### 800-Mile Club Run.

What promises to be the greatest motorcycle endurance run ever staged in this country is being planned by the Houston (Tex.) Motorcycle club. The course, which covers in all 800 miles, is entirely over Texas roads and will include everything from smooth to deep Texas sand. The route includes San Antonio, Ft. Worth, Las. The exact date of the run has been determined, but it will be early in the season, and it is that at least 100 riders will participate.

## MODERN DELIVERY

Delivers commodities as soon as the goods are made.



General Utility Is the Big Feature of G-M-C Electrics That Appeals to the Man Interested in Saving Expense

If the field in which motor vehicles figure were confined to half a dozen lines, then the manufacturer who clings to the old rule of making the business fit the truck, not the truck the business, would have the best end of the argument.

However, this is now not the case. Motor vehicles have entrenched themselves in every field. It was this fact that led G-M-C Electrics to be planned along lines so broad that it would be possible at any time to select from stock a truck

which would possess every possible advantage for the particular service wanted.

Eight distinct load capacities—three lengths of frame wheel base for each, and bodies to match—give a range which to select, that make the G-M-C Electric truly adaptable from every standpoint. There is not a single requirement cannot be met as successfully as though the truck had designed and constructed especially for the purpose. Other line of commercial vehicles does this?

## CAPITAL ELECTRIC COMPANY

Distributors for Utah, Montana and Idaho.  
GENERAL MOTORS TRUCK COMPANY